

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**In Re: Patent Application of Charles Eldering.**

Conf. No.: 1665 : Group Art Unit: 2423  
Appln. No.: 10/759,620 : Examiner: CHIN, Ricky  
Filing Date: 16 JANUARY 2004 : Attorney Docket No.: T708-14  
Title: Advertisement Management System for Digital Video Streams

**REQUEST FOR RECONSIDERATION**

This paper is being filed in response to the Non-Final Office Action dated September 28, 2010, and is being timely filed by virtue of the accompanying Petition for Extension of Time (three-months), which extends the period available for reply through and including March 28, 2011.

Please consider the following remarks: